

Message Text

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ACTION COME-00

INFO OCT-01 ARA-10 ISO-00 CIAE-00 EB-07 INR-07 LAB-04

NSAE-00 PA-02 SIL-01 USIA-15 PRS-01 /048 W

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R 211255Z APR 75

FM AMEMBASSY QUITO

TO SECSTATE WASHDC 5226

INFO AMCONSUL GUAYAQUIL

UNCLAS QUITO 2686

FOR CCP WASHINGTON ACTION GROUP

E.O. 11652: N/A

TAGS: BEXP, EC

SUBJECT: COMMERCIAL TASK FORCE (CTF) MEETING, APRIL 1975

REF: STATE 074812

1. FOLLOWING ARE MAIN TOPICS DISCUSSED AT APRIL 16 CTF MEETING.

2. U.S. PAVILION, GUAYAQUIL TRADE FAIR: MEMBERS WERE GIVEN STATUS REPORT ON POSTS' RECRUITMENT EFFORTS. LOCAL DISTRIBUTORS IN GUAYAQUIL HAVE BOOKED AT LEAST 800 SQUARE METERS, WHILE 6 QUITO FIRMS HAVE INDICATED DEFINITE INTENT WITH ANOTHER 8-10 ARE INTERESTED BUT UNDECIDED. THREE NTM U.S. FIRMS THUS FAR HAVE EXPRESSED INTENTION TO OBTAIN STANDS. SINCE MAY 1 IS DEADLINE FOR MAKING DECISION WHETHER

WE WILL RECEIVE ENTIRE 3,300 SQ. METER BUILDING, OR BE GIVEN ONLY SMALL PART OF BUILDING, SITUATION AT MOMENT IS PRECARIOUS. RECRUITMENT

EFFORTS CONTINUE, BUT LATE START DUE TO DELAY IN DECISION TO GO AHEAD WITH PAVILION IS DECIDEDLY NEGATIVE FACTOR.

3. PURCHASE OF ROAD-BUILDING EQUIPMENT: MEMBERS INFORMED OF STATUS OF \$70 MILLION PURCHASE REQUIREMENTS (DETAILS BEING REPORTED BY SEPTELS).

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4. FY 76 CCP PROGRAM ACTIVITIES. CONSIDERABLE PART OF MEETING WAS SPENT IN EXAMINING PROPOSED PROGRAM RECEIVED FROM COMMERCE. MEMBERS FEEL THAT SOME DIRECT PROMOTIONAL ACTIVITIES, E.G. TRADE MISSION FOR AVIATION ELECTRONICS, WERE NOT SUITABLE, WHILE FOR SUCH IMPORTANT TARGET CATEGORY AS AGRICULTURAL MACHINERY AND EQUIPMENT NO DIRECT PROMOTIONAL EVENT IS CONTEMPLATED.

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